

## Unit 9: Drone Delivery

**Matt Sweeny:** There's already more than half a million drones that have been registered in the US. There's nothing quite like a flying robot delivering a package into your hands within minutes of placing an order. That is a magical experience.

**Narrator:** That magical experience isn't as far away as you might think. Flirtey is the first company to get government approval to make deliveries by drone, beating out Amazon and Google.

**Operator:** Uh- D.Z. IP. Are you ready to go? Ok, we are clear and ready for you to deliver.

**Narrator:** We're in the desert outside of Reno Nevada, at a secret site where this small startup regularly tests its delivery drones.

**Spencer Soper:** And what is this scenario we're thinking about today, tell us about that, what the customer application of this would be?

**Matt Sweeny:** So, the customer application is simple. You open your smart phone, you push a button in order to order over the counter medicine. We load up a package, they take off vertically, they fly based on pre-defined GPS coordinates to the customer's home location or smart phone location. And then when the customer is ready to receive the delivery, the drone hovers at about fifty feet, which is above trees, above buildings, and above power line.

So, it was at about hundred feet, it paused, and now it's coming down to 45 feet to hover and lower the package to us. We've designed custom packaging to ensure that cold food stays cold, hot food stays hot, and delicate foods stay unbroken.

So, Spencer, another Flirtey drone delivery.

**Spencer Soper:** Chili dog here. Pink bismuth here.

**Matt Sweeny:** Exactly.

We then fly back and land autonomously where we took off from, reload the drone, and conduct that delivery again.

**Narrator:** All that testing in the desert is paying off. Flirtey drones are already delivering Domino's pizza in New Zealand. And, in July, Flirtey teamed up with 7-11 to make the first drone delivery of over the counter medicine to a customer's home in the United States.

**Matt Sweeny:** When we're operating in a neighborhood near you, we'll be able to deliver to you within ten minutes of you placing an order. We've designed and built our drones to carry up to five and a half pounds for up to ten miles. The hexacopter is powered by lithium polymer batteries so they're electrically powered green aircraft.

**Narrator:** Right now, Flirtey is beating the tech goliaths in drone delivery. The next step is turning that head-start into profit. To do that, Matt Sweeny will have to convince a lot of shoppers that a magical experience of a box dropped from the sky, is worth a premium delivery fee.

**Matt Sweeny:** Why does society need drone delivery? If you're hungry, would you want your pizza delivered by drone or by cars during peak hour traffic? And if your kids are sick, would you want the over the counter medicine, delivered from 7-11 within ten minutes by Flirtey or would you prefer to load your kids into the car at night and take them down into the store? And within several years, drone delivery will be as common as seeing a truck delivering packages on the street today.